



## CARRY BASKET DISPLAY

### TECHNICAL FIELD

This invention relates to an display unit for use with a shopping carry basket. It can be particularly useful for displaying advertisements but is not limited to such use and  
5 may display other information or other aids.

### BACKGROUND ART

It is known to use signs for advertisements on shopping trolleys such as shown in US patent document No. 4,922,639 in order to provide a means for businesses to advertise their particular products. In this way advertisements are not merely located  
10 along the aisle where the product is located but attention can be brought to the shopper when using the shopping trolley. However, such a display unit as shown in US 4,922,639 merely provides two panels which fit on either side of the side wall of the shopping trolley basket and interfit using tabs and slots. The resulting display panel therefore co-extends with the side wall of the shopping trolley.

15 Another known advertising means is shown in published international application No. WO 98/12693 and includes an advertising support means mounted on the handle of a shopping trolley and extends upwards towards the shopper pushing the trolley. Such a mechanism requires a solid heavy construction and is only applicable to a shopping trolley.

20 The supermarket nowadays is often used similarly to a convenience store in that shoppers may only wish to purchase under 12 items in order to obtain fresh produce each day or to fulfil a particular urgent requirement for a meal or function. As a result of this trend, a majority of supermarkets have an "express lane" for shoppers

purchasing less than 12 items. Such shoppers do not require the use of a shopping trolley but make use of shopping carry baskets. One standard form is a molded plastic structure with a top opening of 30 cm by 38 cm and a height of 21 cm. The side walls and base can include openings so as to minimise the material used in the structure and to assist in forming a pattern of ribs which strengthens the structure. However, due to the size and structure of the product normal advertising means are not adequate and generally not used. An advertising panel co-extending with the side of the basket is clearly of a much smaller size than the usual sizing in a shopping trolley and can be covered by the first item that is placed in the carry basket.

10 It is therefore an object of the invention to provide a carry basket display means which overcomes these problems and makes a display unit that is readily viewable at all times.

Another aim of the invention is to save the shopper time and trouble involved in locating the most commonly sought products of shoppers only requiring less than 12 items. Store aisles often have signs above the aisles to indicate some broad general categories of goods. However, such a system has its limitations including the lack of space on such signs and the lack of variability of the sign so as to bring different items to the shoppers attention during different weeks. Advertisers may also wish to make use of the display to emphasise their product and therefore require the shopper to be directed to their product. The reliance on staff at the shop or supermarket in directing shoppers to the position of the required product is time consuming and often dissatisfying to the shopper in needing to locate staff.

It is therefore a further object of the invention to provide a display which overcomes some of the identified problems and allows ready use for display of advertisements or recipes or other information such as a direction means to aid the shopper to the product.

## 5    **DISCLOSURE OF INVENTION**

In accordance with the invention there is provided a display unit, for use with a shopping carry basket, including a display panel for receiving and displaying an advertisement or other information or holding an electronic display or other tool, and a connection member, supporting the display panel and connectable to the carry  
10    basket, with the display panel extending externally of the basket such that the carry basket display panel is viewable from above while still allowing a plurality of carry baskets to be nested.

The display panel can include a base member providing a base for the display of an advertisement or other information or other tool to be placed thereon. The display  
15    panel can further include clips or pouches to hold the information or to hold a tool such as a calculator or electronic store guide. In another form there is provided a cover plate interfitting with the base member and encapsulating the advertisement.

The cover plate at least is transparent for viewing of the advertisement. The display panel may also be mounted so as to allow relative movement such as a flip-over  
20    baseplate to provide multiple surfaces for holding or displaying information or tools. In another form the whole display panel may rotate around the rim of the basket or the like to provide a plurality of useable sides.

The connection member can be connectable to an upper portion of a side wall of the carry basket. It may include a rim engaging portion for fitting over and engaging the rim of the carry basket to facilitate support of the display panel.

- The rim engaging portion can be sized and shaped to extend the length and partially
- 5 around the corners of one side of a shopping carry basket such that the interfitting with the entire side rim and the respective two corners of a basket provides a stable torsional positioning of the display panel on the basket. The connection member can include an extension head which extends along the side wall and is attached thereto
- 10 which interfit into openings of the side wall of the basket to provide a secure fitting of the display unit. Complementary advertisement display units will be mounted at either end of the shopping carry basket to extend externally away from the opening and provide a balanced symmetrical look and feel to the carry basket while still allowing nesting of a plurality of carrying baskets on top of each other for storage.
- 15 The display units may be mounted on any or all sides of the basket and may be of differing shapes to allow a contour complementary to a user's body or for particularly startling effect such a product shape.

- The display unit of the invention for use with a shopping carry basket can include at least one display panel and a connection member supporting the display panels and
- 20 connectable or connected to the carry basket such that the display panel at least partially extends away from the top opening of the carry basket when in position, a display panel able to receive a shop direction aid for facilitating the user to locate the required product in the shop. The shop direction aid can be a printed location or

aisle number of directory or map or an electronic display means. The display unit may have one display panel able to provide details of a product or plurality of products such as in the form of advertisements or recipes and a second display panel having a shop direction aid for assisting the user to locate particularly the products  
5 identified in the first display panel. Preferably the first and second display panels allow ready replacement of product details and directional aid.

In one particular form of the invention, the advertisement display unit has a display panel surrounded by a horse-shoe cross section rim having a length corresponding to the length of one side of a carry basket and a size of one portion of the rim able to fit  
10 over the rim of the side of the carry basket and along its entire length. The connection member formed by a substantially planar extension head extends from one outer side of the rim of the display unit overfitting the rim of the basket so as to co-extend with the inner side of the basket and be fixed thereto. Preferably the extension head includes ears which interfit with openings in the side wall to retain  
15 the display unit in position. The display unit can have extensions of the rim sized and shaped to extend around and interfit with the corners of the rim of the carry basket when in position so as to provide torsional strength.

In another form of the invention, the display unit is made integral with the carry basket. Preferably the display units when mounted on or made integral with the carry  
20 basket extend in a plane parallel to the base of the carry basket but coinciding with the open top of the carry basket. However, the display panels may extend upwardly to this plane at an acute angle to the top plane of the carry basket so that the display unit